S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221

(716) 634-9232 Fax (716) 634-3145

March 20, 1998

RJR Account #194040 Ms. R. Fairbanks FINKLE DIST., INC.

SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)

Dear Ruth:

SALEM .30¢ Tear Tape product has been ordered, as well as 134 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-involce.

Display Detail / Item #541964

SKU CUBE:

0.5020

SKU WT (w/o Product):

1.1350 lbs

Retail Sales Offers per Sku:

40 units

Billing per Sku:

4 Full Price Cartons .

RJR will reimburse you \$14.00 per <u>live 12M</u> case for all displays packed and shipped to retail on a timely basis. This equates to <u>\$147.00</u> (10.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

Enc. Retailer Letter

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL2QAP.DOC

APRIL DELIVERY SALEM TEAR TAPE FINKLE DIST., INC.

	SALEM	#/ (6M) Cases
UPC Code	BRAND STYLE	@ .30¢ Off
12300-24194	Full Flavor	<u>5</u>
12300-24195	Full Flavor 100	<u>5</u>
12300-24196	Light	<u>6</u>
12300-24197	Light 100	<u>5</u>

Product / Premium Arrival:

April 6, 1998

Ship Date to Retail:

Week of: April 13, 1998

EFT \$ Amount:

\$6,210.33

April Drive Period 804 / Promotion #800438

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40.30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)

APRIL DELIVERY





To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK \$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACE PROMOTED PRODUCT WHICH IS IS TO BE PLACE DISPLAY.

As always, Thank you for your assistance II PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHI YOUR RJR REPRESENTATIVE.

ROU #1610

of this to each Retailer

an List.

PAGE: 18 DATE: 98-03-20 TIME: 11:35 AM

: 194040 FINKLE DISTRIBUTORS, INC. <DIRECT> : 800438 80400 SAL 98 .30/1 NO WHOLESALER TEMPLATE

: 16XXXX SALES LEVEL

SALES .	PEAPT	: TAVV	\^												
			•							LT	LT				٠,
								M85	M100	M85		TOTAL			
TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	QTY	QTY	QTY	QTY	CHAIN-ID	SUPPLIER	٠.
			*******			* *								*******	
			GAROFALO GROCERY		OSWEGO		13126	1		2	1	4		975177	
162202			B J'S CONVENIENCE		AUBURN		13021	. 1	1	2	1	5			
			D & W CONVENIENCE				13121	2		_	. 1	. 3		975516	
			BOBBY T'S INC.	2640 ROUTE 3E	FULTON		13069	1		1		2		975532	
			SCRIBA MINI MART		SCRIBA		13126	. 1	1	1	1	- 4		975706	
			BAYBERRY MOBIL		LIVERPOOL		13090	1				1		977678	
			STEVE'S PLACE	107W BRIDGE ST.	OSWEGO		13126			1	_	1		975185	1
			BILL'S CLEVELAND	276 STATE ROUTE 4			13042				1			071107	
					YORKVILLE		13495		1	•	,	1.		971127 975169	
			PIT STOP #99	433 COUNTY ROUTE	FULTON		13069	1		2	1			3,2163	,
			BEAR ROAD MOBIL		NORTH SYRAC			1		1		3		000000	. '
			MINETTO MINI MART		MINETTO		13115	1	2	1	1	5		978270	٠.
			BREWERTON TRUE VALU				13029	_	_	1		1		-	•
			R & J MOBIL EXPRESS		LIVERPOOL		13088	2	1	4	2	9			
			POOJA ENTERPRISES	4223 MILTON AVE	SYRACUSE		13219	4.5		1	1			959460	1
			POPPY'S PLACE	507 WESTCOTT ST			13210	1	. 1	1	1				
162205	162230	762043	KELLY MOBIL	631 S GEDDES ST	SYRACUSE		13204	1		• ,	1	2	4.5		
162206	162236	172167	B & K CONVENIENCE	4644 TABERG ROAD	TABERG	NY	13471		1	1	1	3	•		
162206		177337	MC PHAILS PHARMACY	179 MAIN ST	ONEONTA	ΝY	13820		1			1			
162206	162233	177340	PALACE CIGAR STORE	277 MAIN ST	ONEONTA	NY	13820		. 1		1			906309	
162206	162237	186747	MOBIL #08545F	224 W GENESEE ST	FAYETTEVILL	ΝY	13066	1	1	1	1	4	1850-0000	e+	
162206	162234	545117	MARCY DISCOUNT BEV	9270 RIVER ROAD	MARCY	NY	13403	1	1	1		3		980888	ţ
162206	162237	607467	LYNDON MOBIL	6898 EAST GENESEE	FAYETTEVILL	NY	13066	1	1	1	1	4	1850-0000		
162206	162235	653577	GAZEBO NEWS	14 W MAIN ST	MOHAWK	NY	13407			2		2		936815	ś
162206	162236	762157	SAKRAN & CESARIO IN	7595 KIRKVILLE RD	EAST SYRACU	NY	13057	1	1	1	1	4		9641,71	L
162206	162237	762367	MANLIUS MOBIL	325 FAYETTE ST	MANLIUS	NY	13104	1		2	1	4	1850-0000		
162210	162227	643758	GUJAR PETRÖLEUM	RT 209	ELLENVILLE	NY	12428	5	2	3	4	14			
162302	162320	362026	BAILEY DELI & BAKER	43 CANADA ST	LAKE GEORGE	NY	12845	1		1		1		986356	í
162302	162320	561050	MINI CHOPPER #109	AMHERST & IROQUIS	LAKE GEORGE	NY	12845	1	1	1	1	4	1427-0000		
162302	162320	737866	HUDSON MART	346 MAIN ST	HUDSON FALL	ΝY	12839			1		1			
162302	162320	767092	MINI CHOPPER #63	127 RIDGE ST	GLENS FALLS	NY	12801	1	1	1	1	4	1427-0000		
162302	162320	767583	MINI CHOPPER #62	538 AVIATION RD	QUEENSBURY	NY	12804	1	1	1	1	4	1427-0000		
			SAS SINGH AUTO SERV	2470 ALBANY ST	SCHENECTADY	NY	12304	1	1	1	1	4			
162303	162324	067585	SNYDER'S SERVICE ST	3080 CARMEN RD	SCHENECTADY	NY	12303	1	. 1	1	1	4			
			REID KILL MOBIL	165 CHURCH ST	AMSTERDAM	NY	12010	1	1	1	1	4			•
162303	162234	130271	CLYDES STOP N SHOP	WASHINGTON ST &PE	JOHNSTOWN	ΝY	12095	1	1	1	1	4			
			CHAZANS PHARMACY	31 NEW SCOTLAND A		NY	12208	1	1	1	1	4			
			MINI CHOPPER #64	821 NEW SCOTLAND	ALBANY	NY	12208	1	1	1	1	4	1427-0000		
			MINI CHOPPER #65	2248 BROADWAY	SCHENECTADY			1	1	1	1		1427-0000		
			FULLERS CORNER STOR		NORTHVILLE		12134	1	_	_	_	1			
			PRANKS MARKET	261 W FULTON ST	GLOVERSVILL				1	1	1				
			HOLMES & KUGLER	717 NOTT ST	SCHENECTADY			1	-	3	2				
105203	402324	# # # # # # # # # # # # # # # # # # #	INDUSTRIA R TONDOUGH		******		22500	•		•		•		_	

PAGE:

DATE: 98-03-20 TIME: 11:35 AM

WHOLESALER : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>

TEMPLATE : 800438 80400 SAL 98 .30/1 NO

SALES LEVEL : 16XXXX

				•						LT	LT			
								MB5	M100			TOTAL		
	RETAIL			**** * * * * * * *			ZIP		QTY	-	QTY	QTY	CHAIN-ID	SUPPLIER
				•						1		3		
					FULTONVILLE FORT PLAIN		-	1		1	1			
			FT PLAIN NEWS CONVENIENT CORNERII				12095	1		1	1		3643-0000	
			MINI KWIK		AMSTERDAM			1		5	•	6		
			LEWIES SUPERMARKET		FORT PLAIN			1		•	1	-		ŧ,
			ALBANY BEVERAGE		SCHENECTADY			1		1		4		•
			CONVENIENT CORNER I		BROADALBIN			1		. 1	1	4	3643-0000	•
			MINI KWIK		GLOVERSVILL			1		1	1	. 4		•
			UPTOWN BEVERAGE					1	1	1	1	4		
			J P GAS & MART	281 ALTAMONT AVE				1	1	1	1	4		
					GUILDERLAND			1.	1	1	1	4		
			MARK COLONEY	D/B/A COLONEY SAL	NORTHVILLE	NY	12134	1.		1	1	3		
			COUNTRY CUPBOARD	RT 5 SOUTH	PATTERSONVI	NY	12137	1	1	1	1	4		
			TIMAR'S ENTERPRISES	437 SARATOGA RD	SCOTIA	NY	12302	1		1	1	3		*
			HOLMES & KUGLER	127 ERIE BLVD	SCHENECTADY	NY	12308	. 1	1	1	1	4	:	
			ERICA'S	82 WEST EIGHT AVE	GLOVERSVILL	NY	12078	1	1	1	1	. 4		1
			O'BRIEN VIDEO	60 1/2 ELMWOOD DR	GLOVERSVILL	NY	12078	1	1.	. 1	1	4		
162303	162322	669794	MARIANVILLE LAKESID	8865 MARIANVILLE	PATTERSONVI	NY	12137	1	1	1	, 1	. 4		1
			FUEL & FOOD	3006 RD 1 & RT. 3				2	4.4	1.		3	l	
			MARIANNE'S MINI MAR	1008 ST HWY 29A	GLOVERSVILL	NY	12078	1	,		3	4	i	
162303	162234	700524	JOHNSTOWN BEVERAGE	490 N PERRY ST	JOHNSTOWN	NY	12095	2	1		1	4	i	,
162303	162324	704359	CARMEN GETTY	3300 CARMEN RD	SCHENECTADY	NY	12303	1	1	1		3	I	
162303	162324	739081	A&S MART INC.	2501 ALBANY ST	SCHENECTADY	ЙÄ	12304	1	1	1	1		i	
162303	162234	745229	JEN'S CORNER DELI	500 N MARKET ST	JOHNSTOWN	NY	12095	1		1			ł	
162303	162234	757103	TWINS	SEC INC.	JOHNSTOWN		12095	. 1		1			='	*=
162303	162234	763064	MINI CHIPPER #72		GLOVERSVILL			1		1	1		1427-0000	
162303	162234	764466	NANCY'S						1	1	1			
			MINI CHOPPER #85	1810 VAN VRANKEN						1	-		1427-0000	
			EASTERN PARKWAY #70		SCHENECTADY			1		1	_		1427-0000	
			TIFFANNY'S PETRO	8413 WESTERN TPKE			12053	1		1	1		•	
			NORTHVILLE ROBIN SE		NORTHVILLE			1		1	2		3643-0000	•
			FOUR CORNERS GROCER		GLOVERSVILL			1.		1	. 1			
			ON THE RUN #08724	245 SARATOGA RD	SCOTIA		12302			1			1449-0000	
			Westmere Citgo	1979 WESTERN AVE			12203	1.		1				•
162304	162321		BONFARE FN FD	2 SOUTH ST	BALLSTON SP			2		1	-			0
16230			LISHAKILL MARKET	214 LISHAKILL RD				1		1			='	
			MINI CHOPPER #71	54 CHURCH ST	SARATOGA SP					1			1 1427-0000	
			DICK & JERRY'S	ROUTE 29 & ROUTE			12074			1	3		1	
			VASELS STATION	ROUTE 29 RD 1	GALWAY		12074	1		_		. :	-	
			MINI CHOPPER #61	91 N MAIN ST	MECHANICVIL			2		2			3 1427-0000	
			TOPEDA, INC.	DBA WATSON'S GROC			12047			2			,	916379
			WEVER MOBIL MART				12188			1	1		4	3103/3
16230	1 162321	410914	SCHAGHTICOKE CARWAS	MAIN STREET	SCHAGHTICOK	NY	12154	1		1	1		3 .	£

WORKPLAN VAP TEMPLATE LISTING

20 DATE: 98-03-20 TIME: 11:35 AM .

: 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>

TEMPLATE

: 800438 80400 SAL 98 .30/1 NO

SALES LEVEL : 16XXXX

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								M85	M100	MB5	M100	TOTAL		7.
TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	st	ZIP	QTY	QTY	QTY	OLA,	QTY	CHAIN-ID	SUPPLIER
			*********			••								
			WILTON MOBIL MART	216 BALLARD RD	GANSEVOORT		_	1	1	1		. 4		
			WEVER MOBIL MART	75 HUDSON AVENUE				1		1	1	3		•
			BONFARE FN FD	488 GEYSER RD	BALLSTON SP			1		1		2		1
			U.S. FOOD MART	118 GARNER STREET			12047	1		. 1	1	-		
			GEMMETT RAINBOW	3775 LEWIS RD	BALLSTON SP			_	1 2	1 2	1 2	3 8		
			MALTA CORNER	246S ROUTE 9	BALLSTON SP		12309	2		3	9	14		
			NISKAYUNA MOBIL GETTY MART #58704	1502 BALLTOWN RD 253 MILTON & PROS				2	2	2	2	8		,
			WEVER CAR WASH	CORNER RT 29 & 40			12834	•	ì	1	1	4		
			PAULIE PROVISIONS	12 WASHINGTON AVE			12188	1	•	3	4	8		
			CAPUTO'S APLUS60036		SARATOGA SP			ī	1	2	2	_	0362-0101	
			LATHAM FOOD MART	389 TROY SCHENECT			12110	2		2	2		****	
			EMIL'S NEWS	99 WASHINGTON AVE			12210	. 2	1	2	2			
			KETCHUM'S GENERAL	• •			12193	_	_		1	2		
			ALBANY NEWS & VARIE		The second secon		12206	1		1	1	4		
			HAGMART INC	791 NEW SCOTLAND			12208	1	1	1	ī	4		958074
			LINDY'S QUICK SHOPP		WORCESTER			1	1	. 1	1	4		911065
			-	1221 WESTERN AVE			12203	2	1	. 2	2	7	0362-0102	4
			HAGMART WEST INC	1181 WESTERN AVE		NY	12203	1	1	1	1	4		958082
162305	162324	653563	HAGMART NORTH, INC.	106 MAPLE AVE	VOORHEESVIL	NY	12186	1	. 1	1	1	4		939942
			DELAWARE & ELM MOBI		DELMAR	NY	12054	2	2	2	2	8		
162305		677846	L&P COLONIAL MARK I	RT. 23A	TANNERSVILL	NY		1	1	1	1	4		
162305	162326	682879	J&B'S DELI	2510 ROUTE 9W	RAVENA	NY	12143	1	1.	1	1	4		
162305	162327	693697	GUJAR PETROLEUM	336 E CHESTER ST	KINGSTON	NY	12401	1	1	1		3		
162305	162326	698974	RAVENA MANI CONVENI	RT. 9W & 146	RAVENA	ΝY	12143	1	1	1	1.	4		1
162305	162322	700333	QUAIL STREET NEWS	122 QUAIL ST	ALBANY	ИY	12206	2	1	1	1	5		
162305	162327	721873	AIS PETROLEUM	585 BROADWAY	KINGSTON	NY	12401		2	1	1	4		4
162305	162328	766856	FT & SAMI, INC.	ROUTE 28 & ZENA R	KINGSTON	ИY	12401	. 1		1	1			949867
			JANES VARIETY II	149 2ND AVE	ALBANY		12202	. 2	. 2	2	2			
			WORCESTER CONVENIEN		WORCESTER		12197				1			976043
			WALT'S GROCERY R	47 WASHINGTON ST			12144	1		3	2			
			WALT'S GROCERY T	77-81 CONGRESS ST			12180	1		2	, 1			
			W SAND LAKE MOBOSFI		WEST SAND L			2		2	1			974964
			WALT'S GROCERY H	109 HAMPTON AVE	RENSSELAER			2		1		5		021662
			GREENBUSH TAPELLABE		AVERILL PAR			1		1		د		931667
			MINI CHOPPER #86	53 MAIN ST	CHATHAM		12037	1		1	1		1427-0000	
			M&S MART, INC.	6337 RT. 209 & 42				3		3 1	1			909634
			MANI PETROLINE	124 FAIRVIEW AVE			12534	1		-	•	. 4		964684
			CPF SUNOCO VALATIE		VALATIE		12184	1			3			204004
			US MOBIL MART	295 COLUMBIA TPKE				2		2	3	6		969626
162306			ZEE PETROLINE, INC.				12037	2		2	4			930719
			E-Z MART	RT 20 & 22	NEW LEBANON WYNANTSKILL			1		1	1			244.44
162306	162325	174586	EXXON WYNANTSKILL	63 MAIN AVE	MINAMISKIPP	MI	15130	1	1	1	1	7		

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WORKPLAN VAP TEMPLATE LISTING

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DATE: 98-03-20 TIME: 11:35 AM.

: 194040 FINKLE DISTRIBUTORS, INC. <DIRECT> WHOLESALER

TEMPLATE SALES LEVEL

: 800438 80400 SAL 98 .30/1 NO : 16XXXX

TERR	RETAIL	ACCT	name		ADDRESS		CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162308	162329	444732	MALWA	CORPORATION	266 STATE F	ROUTE 5	LAGRANGEVIL	NY	12540	1	1	1	1	4	*******	943266
162308	162329	701398	GARCHA	PETROLEUM CO	127 W MAIN	ST	WAPPINGERS	NY	12590	1		1		2		
16230B	162328	740272	COBBLE	POND FARMS	ROUTE 82		STANFORDVIL	NY	12581	1	1	1	-1	4		
162605	162620	268514	ALMEKI	NDER JUBILEE	1228 STATE	ROUTE	ONTARIO	NY	14519	2	2	2	2	8		
162605	162624	576817	TIT CO	UNTRY STORE	RT 350 & 31	LF'	MACEDON	NY	14502	1	1	1	1	4		
162605	162624	722996	THE ST	NOITA	3290 CANADA	AIGUA R	MACEDÓN	NY	14502	1	1	1	1	4		
		P.	AGE BRE	AK TOTAL ACCO	UNTS	134	TOTAL QUANTI	TY		147	123	161	147	578		
		Ŧ	emplate	TOTAL ACCOUN	rs	134	TOTAL QUANTI	TY		147	123	161	147	578		•